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DERWENT-WEEK: 199915
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TITLE: Database marketing information system for mall loyalty reward credit
card

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PATENT-FAMILY:

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| CA 2237109 A | November 7, 1998 | N/A | 091 | G06F 017/60 |

APPLICATION-DATA:

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| CA 2237109A | N/A | 1998CA-2237109 | May 7, 1998 |

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ABSTRACTED-PUB-NO: CA 2237109A

BASIC-ABSTRACT: NOVELTY - Customers sign up to mall credit cards,
and their
details are held on a database (30) including the details of all
sellers in a
particular mall (20). Purchase data can then be recorded for
each card holder.
Holders receive rewards for making purchases, e.g. money back to
the value of
1% of purchases made outside the mall and 2% of purchases made
inside the mall.
The card may also confer privileges from loyalty partners e.g.
cheaper long
distance telephone calls.

USE - For storing and generating promotional information using
rewards program

for shopping mall implemented on computer system with central database.

ADVANTAGE - Sellers operating in the mall need not agree to participate in the
scheme.

DESCRIPTION OF DRAWING(S) - The drawing shows the system for processing
transaction and providing rewards and privileges.

Mall 20

Database 30

CHOSEN-DRAWING: Dwg.1/27/2

TITLE-TERMS:
DATABASE MARKET INFORMATION SYSTEM MALL REWARD CREDIT CARD

DERWENT-CLASS:  T01

EPI-CODES: T01-J05A; T01-J05B4P; T01-J07A;

SECONDARY-ACC-NO:
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